A Study About The Impact Of Marketing In Software Industry

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Abstract– *The marketing plays a vital role in the rapid growth of software industry. Now a day's companies wants to maximize the profit by using marketing strategy. Every company uses different strategies to capture the market and some of them making mistakes in the marketing objectives. Marketing strategy increase the customer satisfaction .It creates a great impact in the software industry.*

KEYWORDS: Newsletter, Press releases, Blogging, Applications, Software industry, marketing

I   INTRODUCTION

Marketing is an organizational function that contains a group of process for identifying the social needs, communicating and delivering values to the customers and for customer relationship management. The software industry includes businesses for development, maintenance and publication of software that is used for different business models and industries.

OBJECTIVE OF THE STUDY
1. To know about the impact of marketing in the software industry.
2. To know about the marketing strategy of software industry.

II   LITRATURE REVIEW

1. ZsoltBicskey is the author of successful software marketing plan proposed the steps maximizes the market share of Software Company by using good marketing plans. He said customer service board plays a vital role in the software sale. A good marketing strategy includes good customer service, reliability of the company as well as software. Making a customer circle in online such as social blogs is very useful because whenever launching new software it helps for promotion. Highlight the features and specification in the landing pages. One of the best ways to reduce the cost in software marketing is to use affiliate marketers. Give salary only they achieve the target. So the company doesn't loss money. Only they get profit when the target is achieved by affiliated marketers.
2. Alyssa dverCEO for Mint Green Marketing she is the author of mistakes done by Software Company she proposed the drawbacks of marketing strategy in a software company. The company seeking to know about what users are wants and don't know about why that application is needed by him. It changes the marketing plan of a company. By analyzing the need of the customer makes good in marketing software.

III   MARKETING

Marketing is used to communicate the value of a product or service to customers. The main motive of marketing is to selling the product or service to the customer. Marketing techniques contains the target markets through market analysis and market segmentation. Marketing is used to understanding the consumer behavior and Advertising a product or service value to the customer.

IV   IMPACT OF MARKETING IN SOFTWARE INDUSTRY

Marketing plays a vital role in the rapid growth of software industry especially in India. the software companies try to explain the uses of computer applications for consumers and they made success through marketing the software.

V   MARKETING STRATEGIES OF SOFTWARE INDUSTRY

Cover the families

When software companies selling a educational software - or any software - into the home, they should concentrate on the sales message is targeted at all of the important decision-makers. For example the software should be useful for all the members in the home.

State software is unique

Companies can sell more software by point out to the website visitors that our software has unique features and benefits that they simply can't find in other applications.

Introductionof trial version

Give a trial version of software to the customers is the recent trend in market to know about the features and uses of that application and that trial version induces the customers to buy the full version.

Upgrade or update the software versions

The upgrade version of software gives the retention of customers. That satisfies the customer expectations and manages the competitors.

Encouraging the customers

Encourage your customers for promotion and customer retention. Because customer shares their experience to their friends. It reflects in the business. A good experience will gain profit otherwise a bad experience of a customer will affect the good will of the company

VI   SOFTWARE PROMOTION

Introduce your software in social media example like face book, twitter etc. Highlight the features and benefits of your software in your own [companies websites] and social media.

VII   WRITING OF NEWSLETTERS AND PRESS RELEASES

Now a day's newsletter is an effective way to stay in touch with your customers, prospects and affiliates. The success of an e-mail newsletter distribution system depends on your database you need to keep it up to date and accurate. Always ask permission to stay in touch with your customers and your affiliates. Offer the chance to unsubscribe from the newsletter in a very visible place. You can also take advantage of many websites that offer public relation services including free publishing of press releases.

ONLINE BLOGS
1. Write articles about the software. Writing should show the importance of that particular software.
2. Promote the software by creating a new friends as well as customers.
3. Maintain a good relationship of customers in blogs plays a vital role.

Free of cost
Giving the trial version of software to the free of cost to the educational institutes it gives an ultimate promotion to the software.

Regular Search Engine utilization and monitor
Maintaining a high ranking in the most important search engines
1. Update new information's in your website
2. Improving your link popularity
3. Regularly monitor the website results
4. Spending time in updating the design and the usability of your website.

VIII MISTAKES DONE BY SOME SOFTWARE INDUSTRY IN MARKETING

1. Asking what users want and not why
Generally the marketing people ask customers what is their need for the purpose of creating software. But not why it is needed. When you ask why it is needed for you? It clarifies many things and shows the difficulties in creating such software

2. Lack of information/training before selling software gives detailed information about the software. Lack of information or training makes the customers unhappy. Some people of marketing not completely explain the features and benefits of the software.

3. Accepting every requirement of customers without knowing possibilities sometimes marketing people does not explain which is possible to create and which is not possible to create at the present scenario. In this cases customer expectation is increased and at the time of delivery of software they thing something is not done. This reduces the customer retention and generates complaints.

4.Lack of customer relationship the lack of customer relationship creates unknowing of customer needs to the organization.

STEPSTO OVERCOME THIS MISTAKES
Explain the real benefits of the software
Only tell about the true benefits of the software. If the company creates on high expectation of on software is good but at the same time it doesn't satisfies expectation of customer it creates .it gives an uncomfortable feel to work in the application
Communicate clearly with the customer
Ask the customer needs and why it is needed? Give detailed information about the software. Clearly explains the benefit and features of the software before sale.
Press Releases
 It plays a vital role in your software marketing plan. Share information about your software launch and development. Share stories that will attract the attention of leading software publications and bloggers,

USES OF MARKETING STRATEGY IN SOFTWARE INDUSTRY
1. Maximize the profit
2. Increase the customers
3. Satisfies the customer needs
4. Make customer retention

FINDGINGS
1. Software marketing strategy plays a vital role in rapid growth of software industry.
2. Marketing strategy induces the customers to buy the software applications
3. It explains the need or importance of the computer application
4. It is used to maximize the company's profit
5. It is used for client retention

IX CONCLUSION

The marketing always helps in maximizing the profit and maintain good customer relationship for the software industry but in some cases wrong marketing objectives, plans and strategies makes the software company into losses. Make market analysis and find the current trend in software industry and then choose a appropriate marketing objectives and strategies to maximize the profit.

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